

## Amendments to the claims

1. (Currently amended) A method of displaying an ad on a video replay system, the method comprising:

on a display of the video replay system, displaying user selected program content stored at a storage medium of the video replay system;

while the user selected program content is being displayed on the display of the video replay system, entering a pause mode in response to a user action that comprises pressing a pause key;

obtaining an ad; [[and]]

upon entering the pause mode, during a time delay greater than zero seconds, continuing to display the user selected program content on the display of the video replay system, wherein the user selected program content displayed during the time delay is paused; and pausing the user selected program content and displaying the paused user selected program content on the display of the video replay system during a time delay greater than zero seconds; and

after the time delay has elapsed, displaying the ad on the display of the video replay system instead of the user selected program content.

2. (Previously presented) The method of claim 1, further comprising:  
allowing a user to set the time delay.

3-4. (Cancelled)

5. (Original) The method of claim 1, wherein the ad is a commercial ad.
6. (Original) The method of claim 1, wherein the ad is a user-selected picture.
7. (Original) The method of claim 1, wherein the ad is a user-selected still photograph.
8. (Original) The method of claim 1, wherein the ad is a user-selected video clip.
9. (Original) The method of claim 1, wherein the ad is a still commercial ad.
10. (Original) The method of claim 1, wherein the ad is a commercial ad containing a video clip.
11. (Original) The method of claim 1, wherein the ad is a video animation.
12. (Cancelled)
13. (Original) The method of claim 1, wherein the ad is obtained from an ad placement engine.
14. (Original) The method of claim 1, wherein the ad is obtained from external storage.

15. (Previously presented) The method of claim 1, wherein the ad is downloaded from a computer connected to the video replay system.

16. (Previously presented) The method of claim 1, further comprising displaying a pause banner during the pause mode.

17. (Original) The method of claim 1, wherein the ad is a full-page ad.

18. (Original) The method of claim 1, wherein the ad occupies less than all of the display.

19. (Cancelled)

20. (Currently amended) A computer program product, having computer instructions stored thereon to cause a video replay system to perform a method comprising:

on a display of the video replay system, displaying user selected program content stored at a storage medium of the video replay system;

while the user selected program content is being displayed on the display of the video replay system, entering a pause mode in response to a user action that comprises pressing a pause key;

obtaining an ad; [[and]]

upon entering the pause mode, during a time delay greater than zero seconds, continuing

to display the user selected program content on the display of the video replay system, wherein the user selected program content displayed during the time delay is paused; and pausing the user selected program content and displaying the paused user selected program content on the display of the video replay system during a time delay greater than zero seconds; and

after the time delay has elapsed, displaying the ad on the display of the video replay system instead of the user selected program content.

21. (Cancelled)

22. (Previously presented) The method of claim 1, wherein the pause key is on the video replay system.

23. (Previously presented) The method of claim 1, wherein the pause key is on the display of the video replay system.

24. (Previously presented) The method of claim 1, wherein the pause key is on a remote control.

25. (Previously presented) The method of claim 1, wherein the video replay system is a handheld video player.

26. (Previously presented) The method of claim 1,  
wherein the user selected program content comprises a selected television program,

the method further comprising:

prior to displaying the user selected program content:

(i) receiving the selected television program content at the video replay system; and

(ii) storing the selected television program content at the storage medium of the video

replay system

27. (Previously presented) The method of claim 1, wherein the display of the video replay system comprises a television set.

28. (Previously presented) The method of claim 1, wherein the display of the video replay system comprises a cellular device.

29. (New) A method of displaying an ad on a video replay system, the method comprising:

obtaining an ad;

on a display of the video replay system, displaying a video stream stored at a storage medium of the video replay system;

while the video stream is being displayed on the display of the video replay system, entering a pause mode;

upon entering the pause mode, during a time delay greater than zero seconds, continuing to display the video stream on the display of the video replay system, wherein the video stream displayed during the time delay is paused; and

after the time delay has elapsed, displaying the ad on the display of the video replay

system instead of the video stream.

30. (New) The method of claim 29, wherein the pause mode is entered in response to a user action that comprises pressing a pause key.